

WING'S DESIGN PORTFOLIO

PRODUCT & VISUAL DESIGN

2018

Wing .WANG



About ME

/ 王颖 /

/ 学士 / 华东理工大学 / 艺术设计与传媒学院 / 产品造型专业 /

/ 硕士 / 华东理工大学 / 艺术设计与传媒学院 / 设计学 /

/ 联合培养 / University of Campania Luigi Vanvitelli / Industrial Design /

/ 高考专业课为江苏省第二名 /

/ 保送华东理工大学硕士研究生 /

/ 国家公派联合培养硕士 /

- 2011-2012 校荣誉学生三等
2012-2013 校荣誉学生二等
2012-2013 校奖学金三等
2012-2013 大主“东方一号”旅游纪念品设计大赛优秀奖
2013-2014 上海市教育部先进成图大赛一等奖
2013-2014 上海市奖学金
2013-2014 校奖学金二等
2013-2014 校荣誉学生一等
2014-2015 校奖学金三等
2014-2015 上海市工业设计大赛三等奖
2014-2015 国家级保研奖学金
2015-2016 校奖学金一等
2015-2016 RED DOT 5项作品入围
2016-2017 校奖学金二等
2017-2018 国家留学基金委公派奖学金
2018-2018 Youth in Action for SDGS (ITALY)八入围奖



2014-3 — 2015-9
[L'OREAL 欧莱雅亚太营运中心] 产品开发部 / YUESAI Artwork Intern

产品包装生产审等相关工作
参与部门与工厂、供应商与外包设计之间的衔接工作



2015-9 — 2016-2
[MOMA 木马设计公司] 工业设计部 / 产品设计Intern
参与开发多项产品设计项目



2016-9 — 2017-4
[携程网络有限公司] 国际部UED用户体验中心 / UI Design Intern
Ctrip - 携程国际版APP的UI和视觉相关工作
参与多项网站活动页和APP首页、启动页及icon等设计工作
公司内部线下产品的平面和包装设计工作



2017-4— 2017-5
[NIKE 耐克中国] UI Design Intern
参与相关项目的微信活动页平面设计工作



Photoshop / Rhino / Keyshot / AI / Sketch / Painter / Pro-E / AE / MS office



绘画



摄影



动画



阅读



音乐



烹饪



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CONTENT

Part 1

PROGRAM

Part 2

PRODUCT DESIGN

Part 3

VISUAL DESIGN

Part 4

PAINTING



1. PROGRAM





SUSTAINABLE GOALS



With the development of the global social aging problem, the problem of sustainable development of the aging population deserves our in-depth study and discussion.

Changes in population structure: The Coming Of An Aging Society

Social / Environmental Sustainability

Nowadays, the experience and services of the society for the elderly are clearly in short supply. Caring for the disadvantaged groups and letting them receive the care and attention of the society are manifestations of social humanitarianism. At the same time, practical projects and products can also effectively solve the difficulties in their lives and provide facilities for them, which also make favorable effects for the sustainable development of society.



Project Sustainability

Even though there is no shortage of electric wheelchairs or mopeds on the market so far, products for the elderly are still lacking. Unlike normal people, the needs and habits of the elderly are different. They need more humanistic care, accessibility guidelines and information for help.



RESEARCH

SHANGHAI, CHINA





Mr.WANG

Age: 74

Their family members can not care them in time.
The process from sitting to standing, their knee is pain.



Mr.YU

Age: 82

(Stroke elderly) Self-care ability is basically 0.
Training methods lack of scientific.
The safety of the equipment.



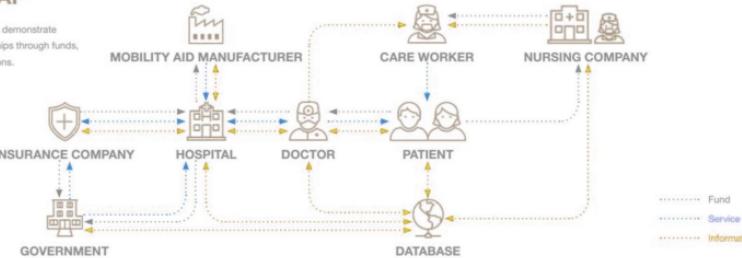
Dr.CHEN

Age: 45

Improve the patient and his family members' ability of the disease learning and self-care.
To prevent the elderly fall down and other issues.

VALUE MAP

I used the value map to demonstrate stakeholders' relationships through funds, services, and informations.



Pain Point

Helping to walk
safety
Communication
Exclusion
Inert

Question

How to operate the equipment more conveniently?
How to Improve safety?
How to communicate with guardians more Intelligent-ly?
How to put the high frequency of equipment into the daily life of users?

Insight

Definition of function
The combination of intelligent products
Improve security technology
Design of product appearance

Goal

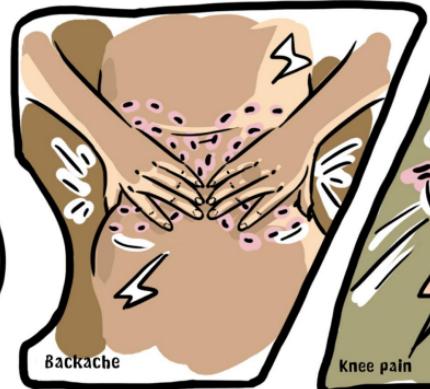
To Improve the status of old-fashion in elderly products.
And improve the humanity and affinity of products.

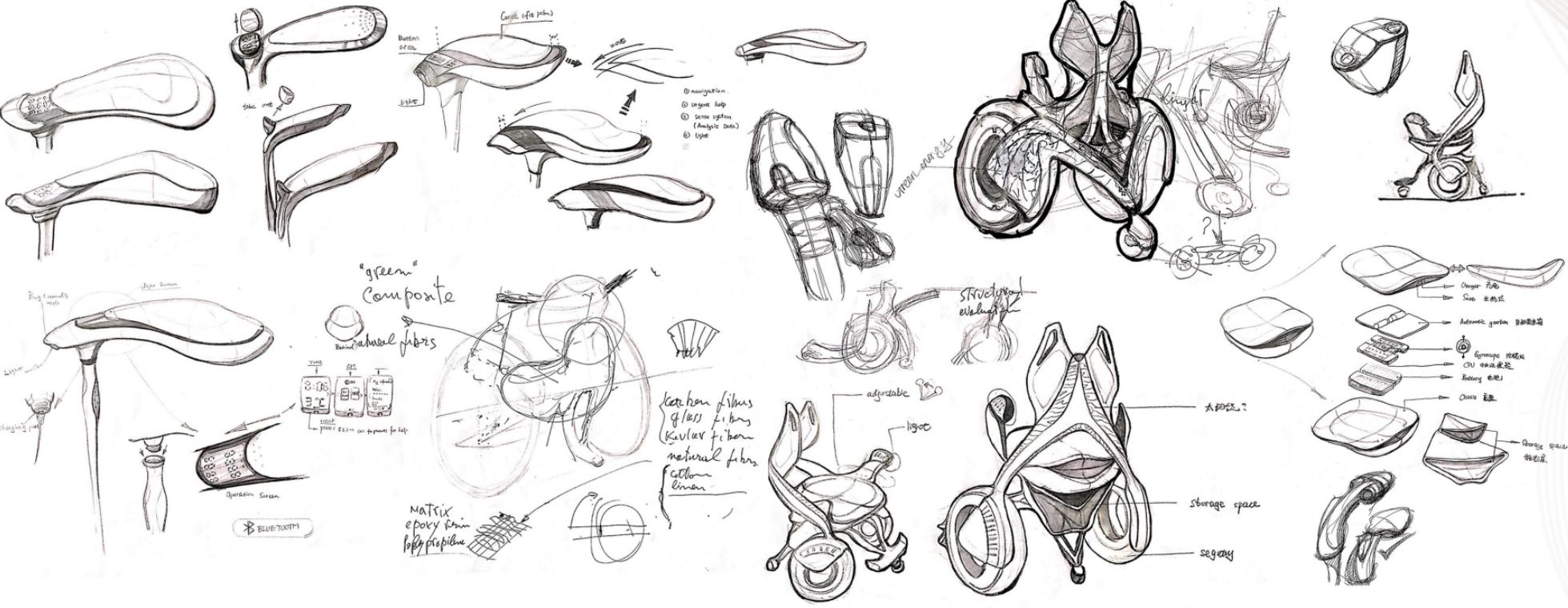
Problems encountered by the elderly...



Storyboard

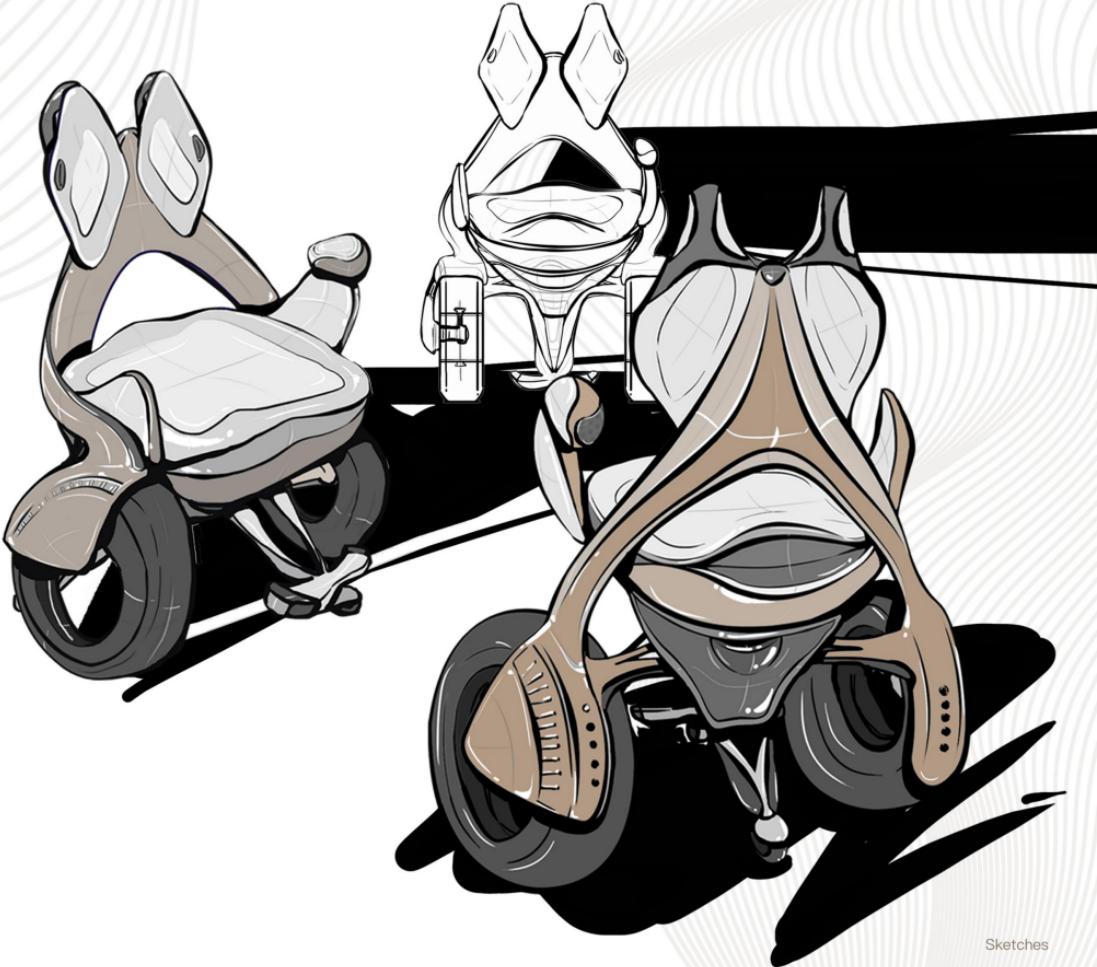
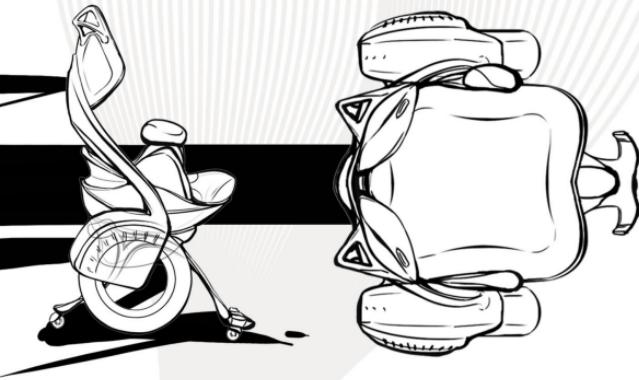
← Read to right-to-left





SMART ASSISTANT WHEELCHAIR

Segway can make older people use wheelchairs even more lightly and flexibly. The smart operating systems can better understand the needs of the elderly and simplify their operational procedures. Stylish and comfortable style allows old people to keep up with the times.





SMART ASSISTANT
WHEELCHAIR

It can help the old people to solve the difficulties in their lives.

It has built-in accelerometer,gyroscope, compass,GPS and other sensors.

Users can control the wheelchair by operating the display on it.

It can help the user to record its moving route, speed and distance, analyze the health data as well.

SEGWAY WHEELCHAIR FOR THE ELDERLY

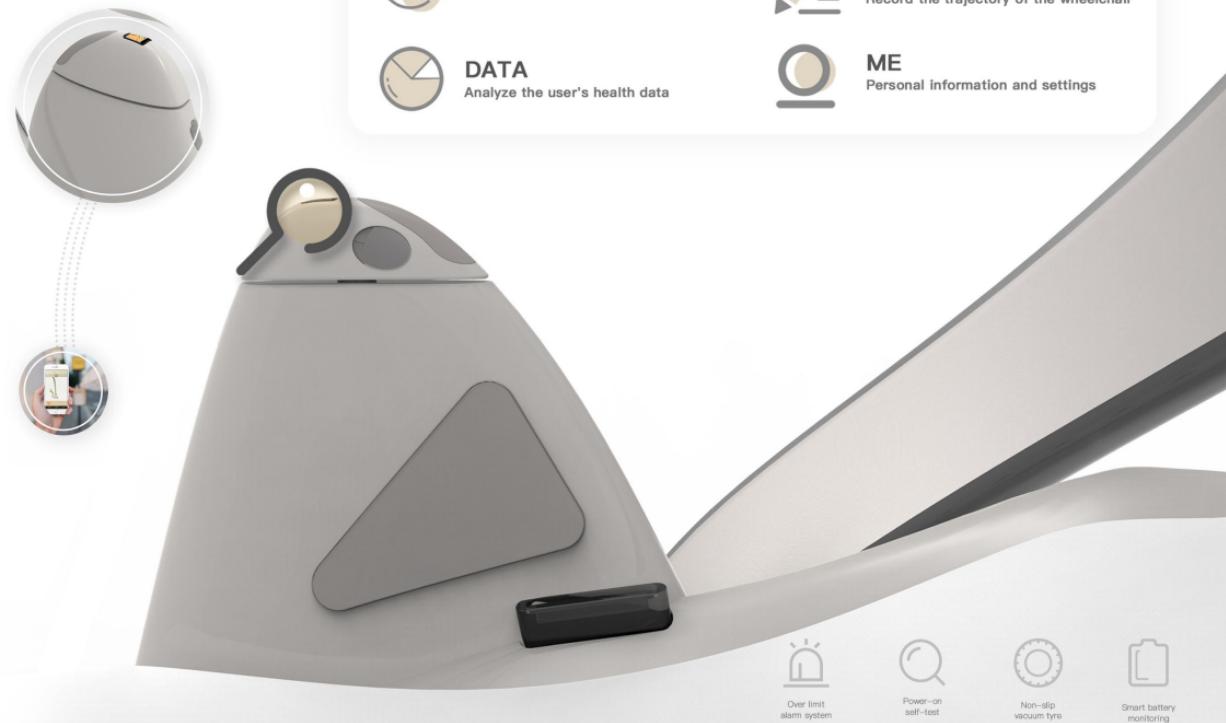
This smart wheelchair assistant, is targeted at elderly people with mobility disabilities, hoping to combine modern intelligent technology to help them better action and life.



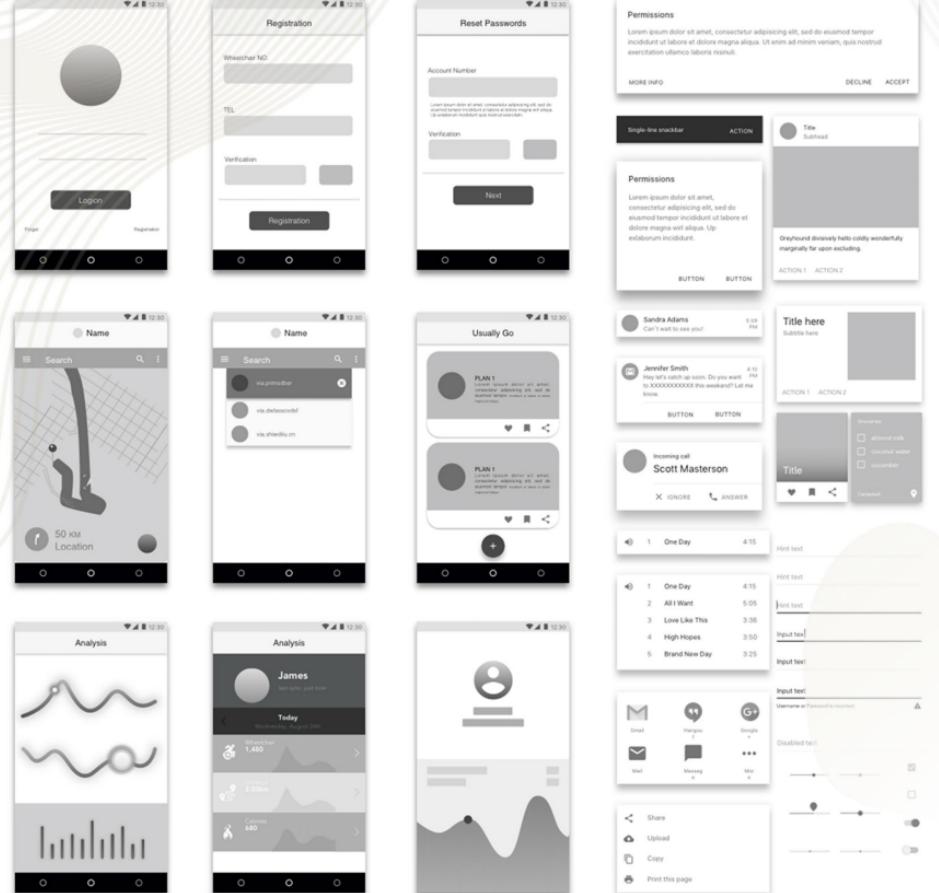


SMART ASSISTANCE

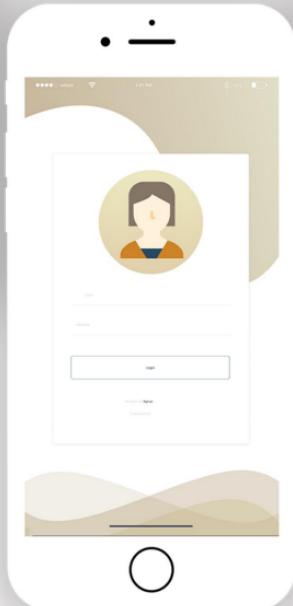
WHEELCHAIR



Operating System
Operation Handle



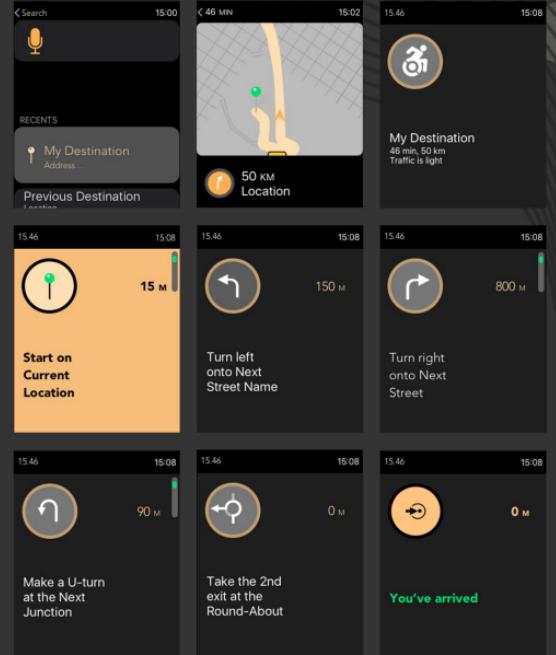
bW
Smart Wheelchair Assistant



▼
Users and their families can use the APP to record and control wheelchairs at the same time. APP has navigation, data analysis and emergency help and other functions.

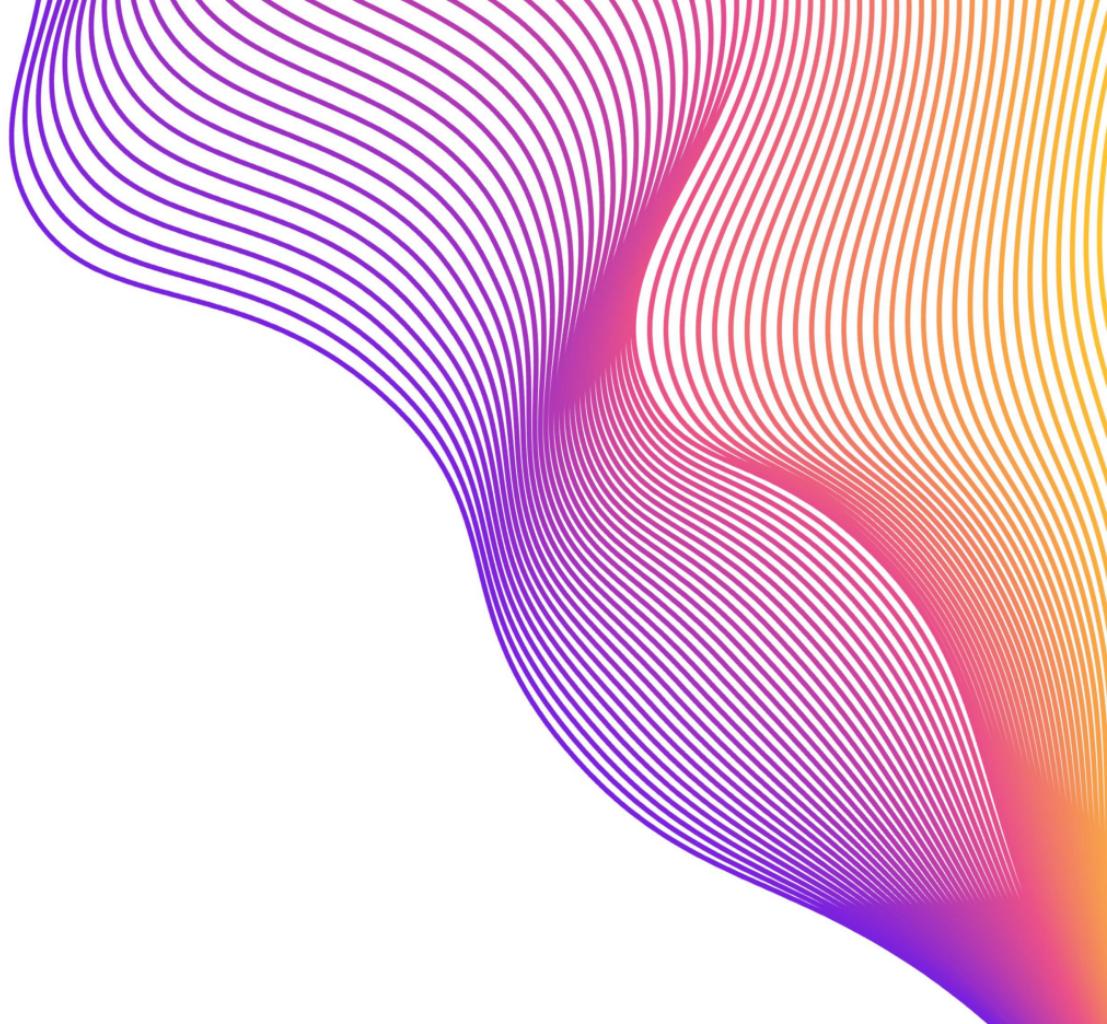


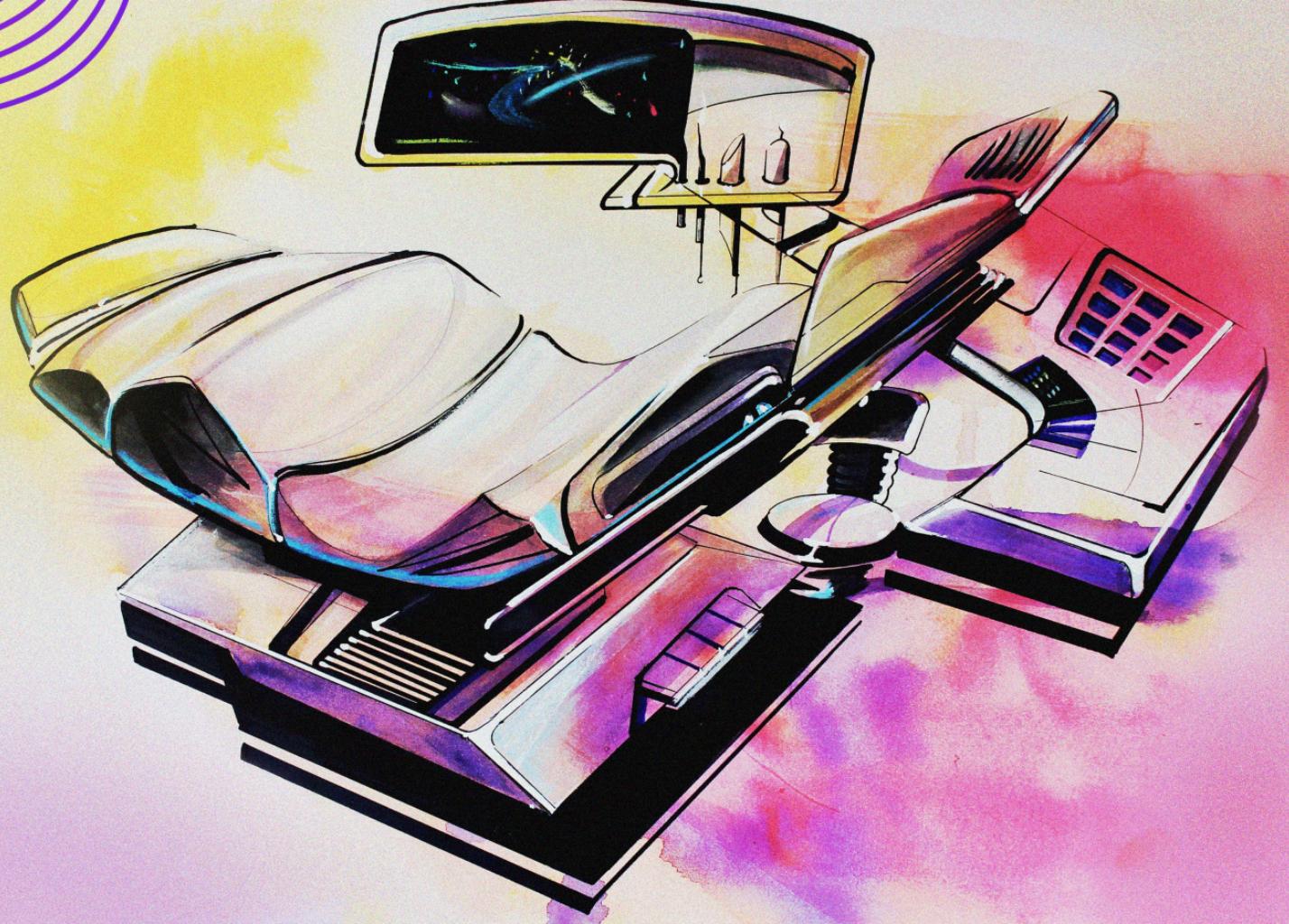
Operation Screen



2.

PRODUCT DESIGN

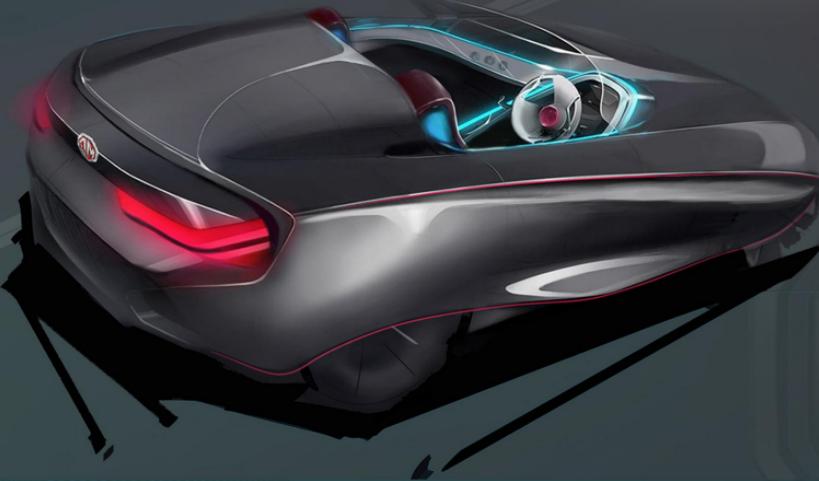




MG STRAY BULLET



CONCEPT CAR



整体效果
RENDERING



| 智能控制系统
INTELLIGENT CONTROL SYSTEM >>>



可通过手机APP远程控制
汽车的操作系统，实现远
程智能操作，减少驾驶者的
麻烦，和提高汽车的驾
驶安全性。



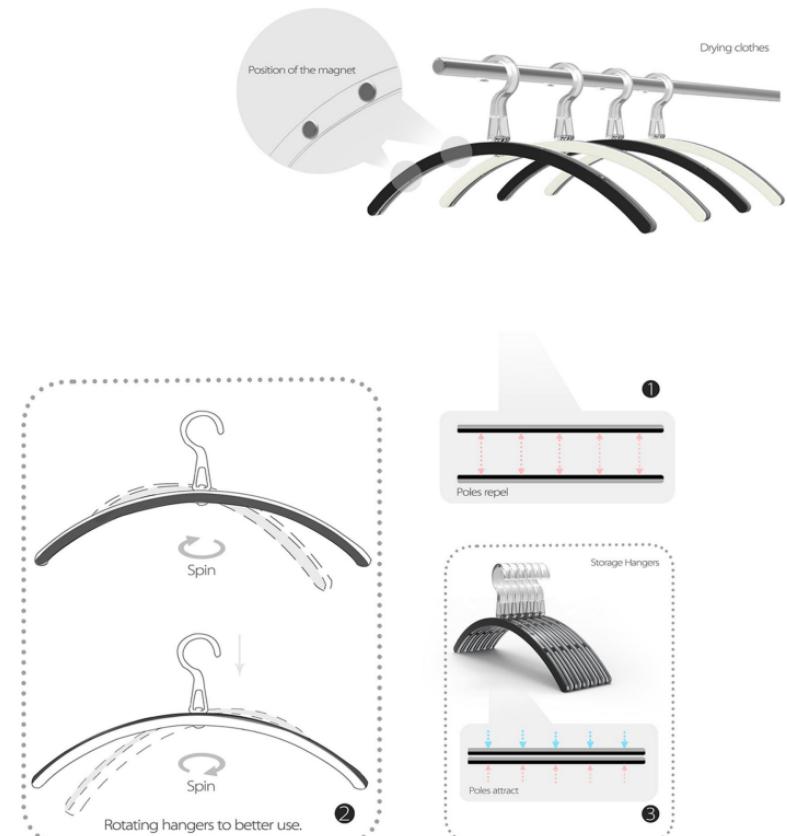
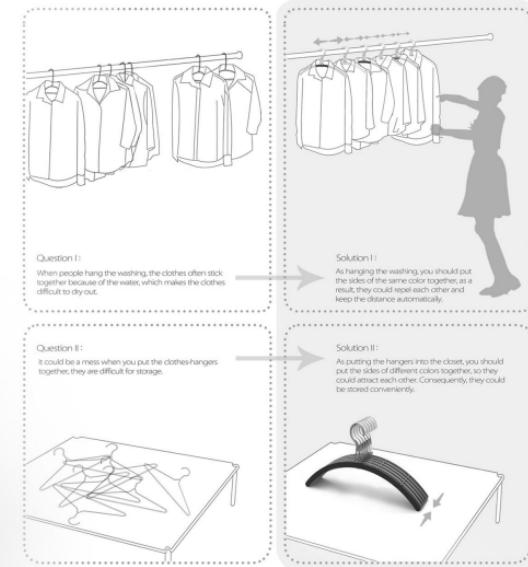
| 内部装饰
INTERIOR DECORATION >>>



Smart Hanger

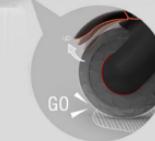
Our design , the new clothes-hangers , which are based on the property of magnets , can keep the distance between the clothes automatically aslike poles repel . Also , it can solve the problem that the clothes-hangers are difficult for storage.

Story Board ABOUT THE QUESTION OF USE HANGER



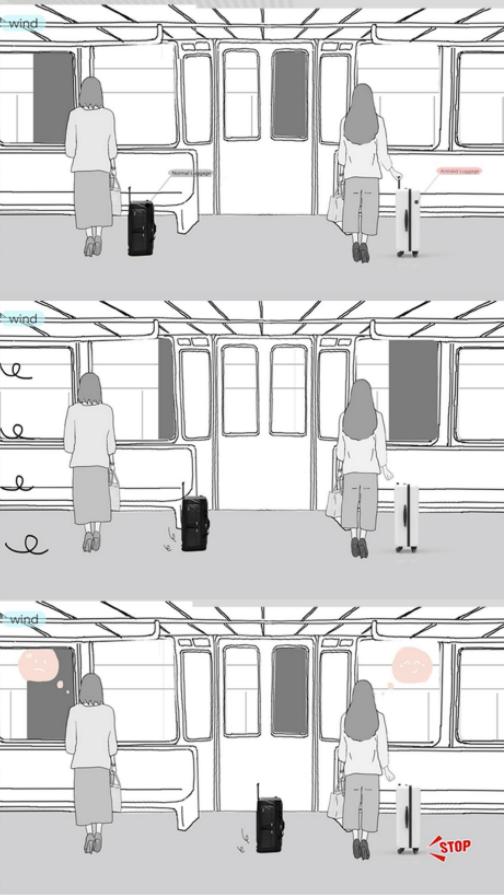
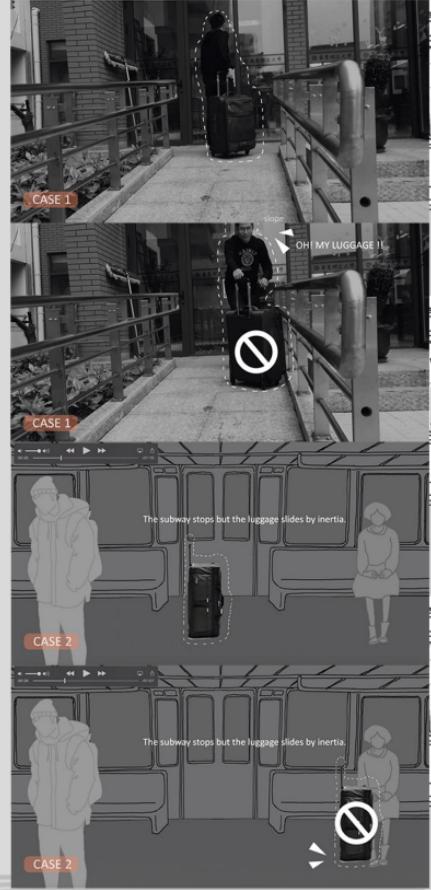
ANTISKID LUGGAGE

This solution can prevent luggage from sliding around either on a slope or on the subway. Users can avoid luggage skidding by using the pull handle as usual.



The handle of luggage is always pulled out when people bring it around, while the handle is pushed back, when people don't want to move it.

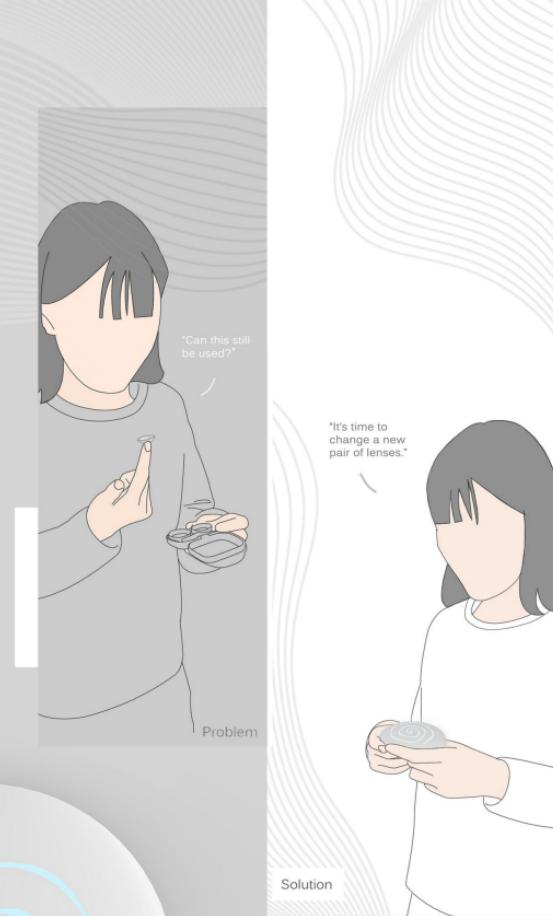
Based on this phenomenon, we improve the interior structure of luggage to solve the skidding problem. When the pull handle is out, the rollers of case are able to move free; When the handle is pushed back, they are kept from rolling anywhere by brakes on them.



Timeline

EXP-Reminder

It's a case which reminds people of the expiration of contact lenses.



STACKING CUPS



"Stacking Cups" is a product that easy to hold and stack, the most important feature of incision design in handle.

Exhibition

"Stacking Cups" has four colors, and takes ceramic material.



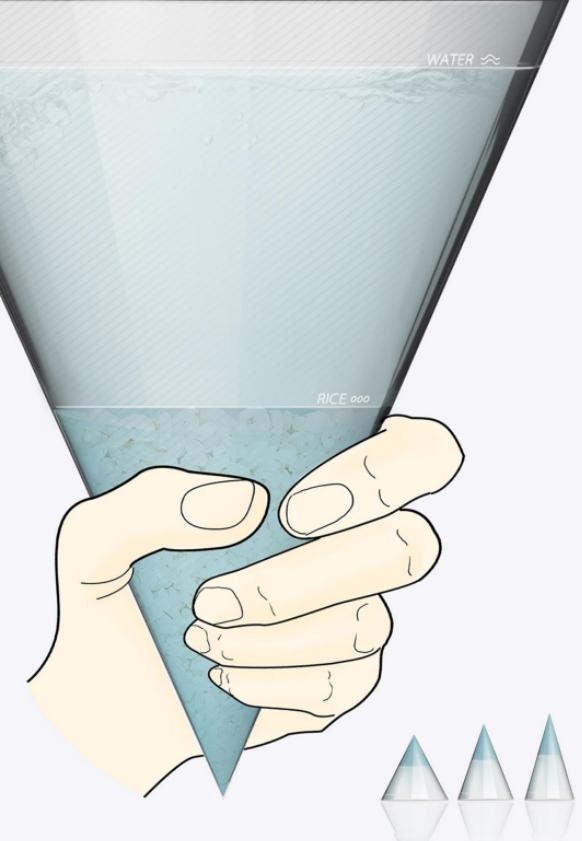
Problem



Solution



- convenient collection
- stabilization



2 in 1 MEASURING CUP

This semi-transparent cup is marked with two lines which exactly indicate the best ratio of rice and water. By changing its radius, people can get different types of volume – one, two or three persons, respectively.

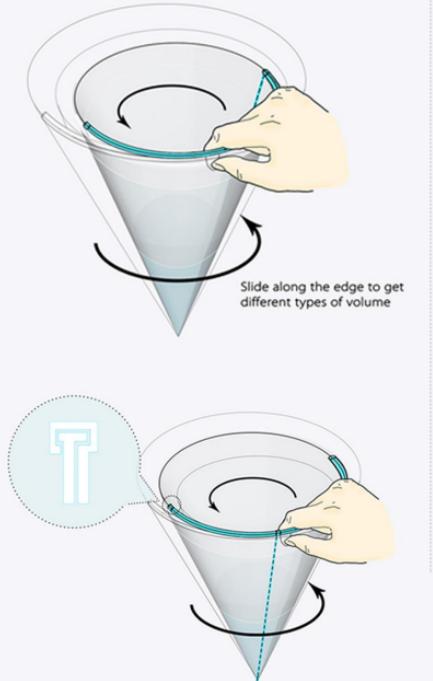
The problem is about....

PROBLEM. 1
If ...
3 people need to eat ...

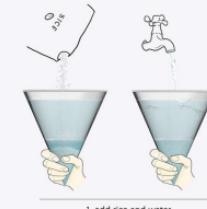
PROBLEM. 2

How much rice?
How much water?

Operation Method



How many people need to eat?



1. add rice and water



2. see the line of rice / water



3. pour them into the rice cooker

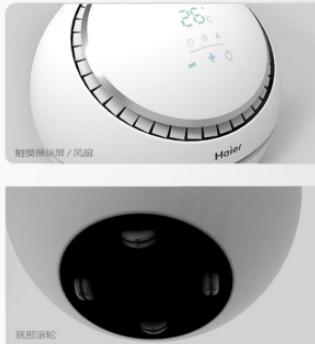


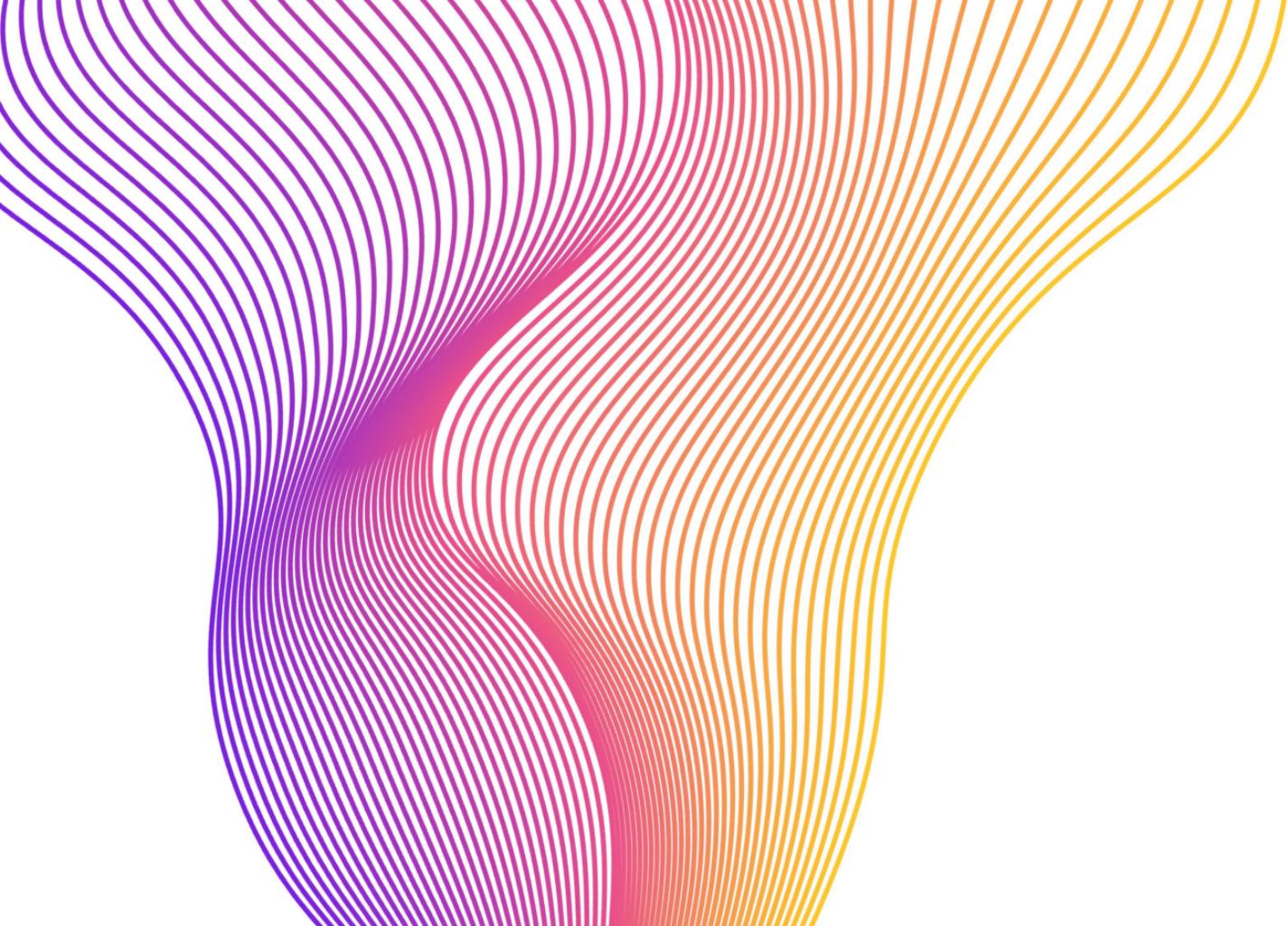
4. have the best rice

Haier | 婴儿

海尔 | 智能温度调节器

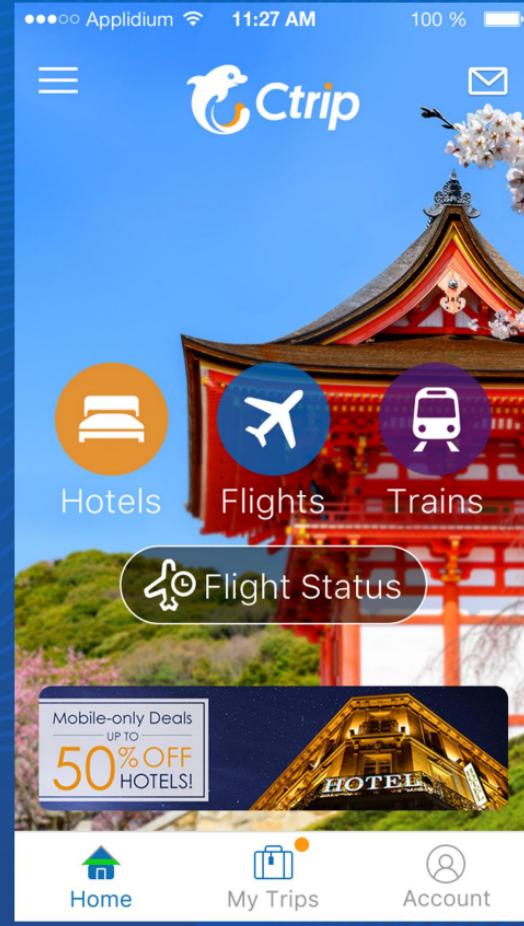
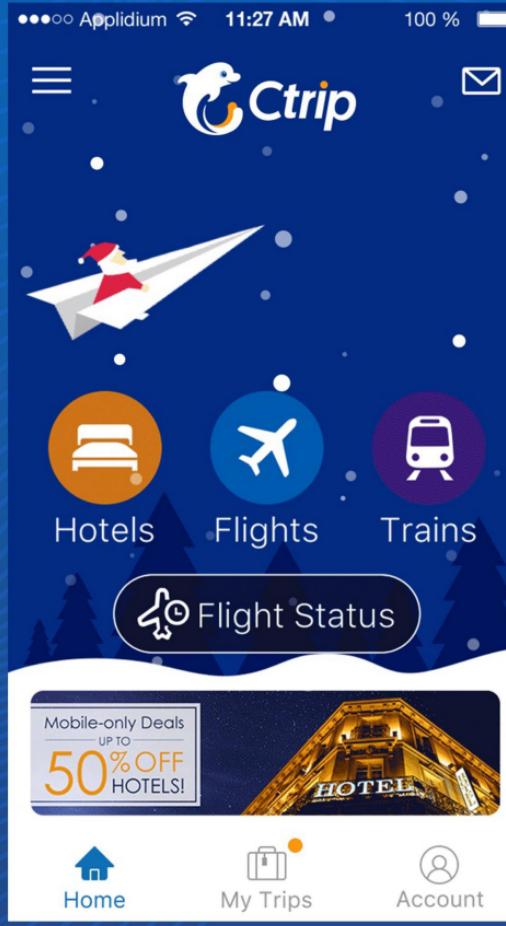
针对婴幼儿在空调房里容易生病、父母时常无法在孩子身边照顾等问题。设计了这款智能的温度调节器。它由调节器主体、表带式数据发射体和手机APP三个部件构成。当主机接收到佩戴在婴儿身上手表发出的关于孩子体温的信号后，会自动调节室温。同时，一系列温度变化和婴儿情况也会发到父母手机APP中，让父母及时知道家中孩子情况，也及时处理一些复杂情况。



A large, abstract graphic on the left side of the slide features a series of thin, curved lines that create a sense of depth and motion. The lines are colored in a gradient, transitioning from purple at the top left to yellow at the bottom right. They curve and overlap, forming a dynamic, flowing pattern.

3. VISUAL DESIGN





Your order has been submitted!

Processing Booking...

- We will confirm by Email within 2 hours.
- The order can be free cancellation before 2016-01-09 18:00.

Order No.1234567
Order No.1234500
由于票台不同，需拆成两张订单出票

Order Details

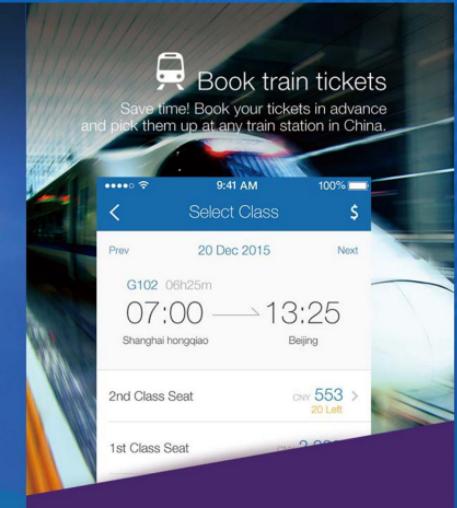
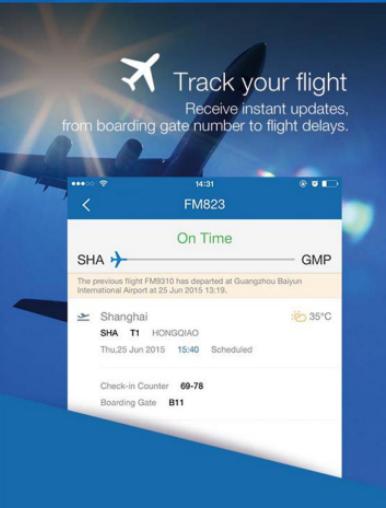
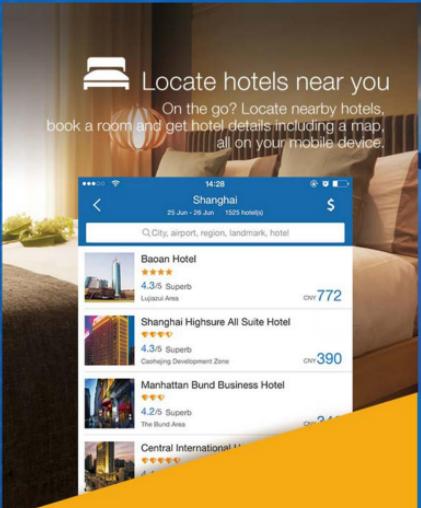
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Die Welt in
Ihrer Hand

Ctrip

Hotels Flüge Zugtickets

Hotels Flüge Zugticke...

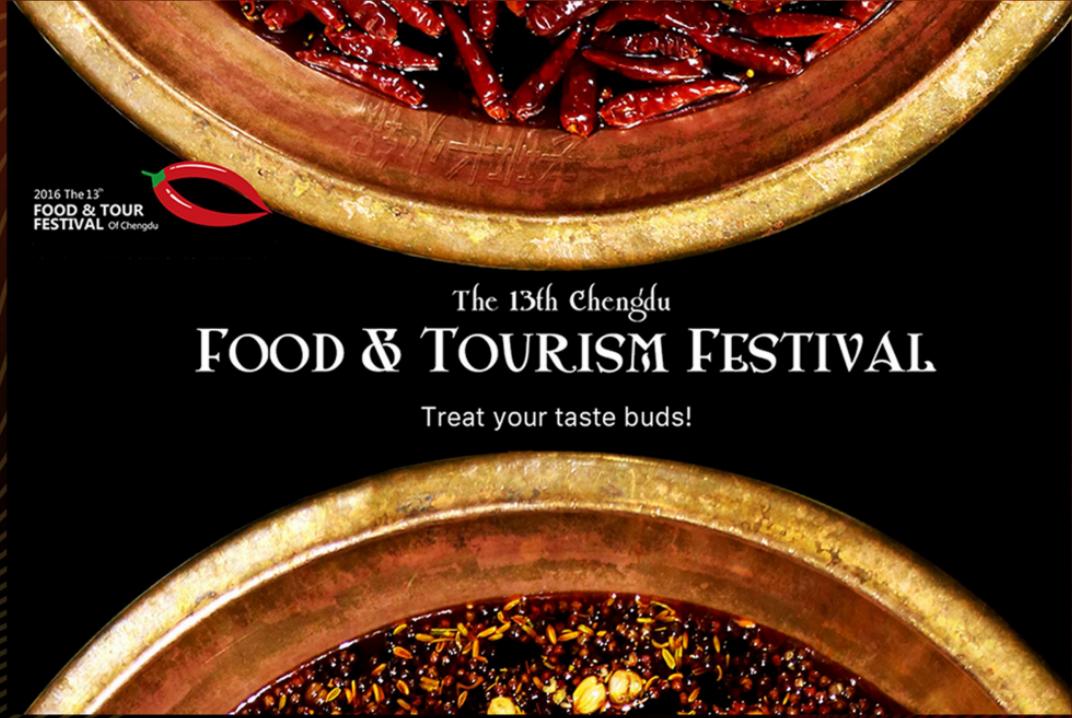
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This image shows a detailed view of the festival's promotional materials. At the top, it says "2016 The 13th FOOD & TOUR FESTIVAL OF Chengdu" with a red chili pepper icon. Below that is the main title "The 13th Chengdu FOOD & TOURISM FESTIVAL" in large, white, serif capital letters, with the tagline "Treat your taste buds!" underneath. The background features a large, ornate gold-colored circular frame filled with dried red chili peppers. At the bottom, there is more text about the festival, including the date (26 Aug - 8 Oct), opening times (9:00 AM - 10:00 PM), and venue (Chengdu Eastern Suburb Memory, 4 South Jianhe Road (middle section), Chengdu district). It also lists food and tourism experience areas and culture creativity zones. At the very bottom, there are five small circular images showing different dishes: Griddle Cooked Thousand-layered Tripe with Chili & Pepper, Pork Lungs in Chili Sauce, Tofu pudding with fried dough twist, Skinned Chicken Chips with Chili Oil, and Deep Fried Mantis Shrimps.

Beijing

Traditional Herb Cultivation
Traditional Chinese Medicine

TCM Culture | Food Therapy for Wellness | Production & Cultivation

Aicadong
Located in Yanqing County, Aicadong is a cultural and learning center. Here you can learn about our culture and tradition. Here you can learn more about the regional herbs used in Chinese medicine which are also grown on site.

Huangjin Paradise Valley
The Huangjin Paradise valley is a local and Chinese herb cultivation area. Here visitors can learn more about the benefits of the medicinal plant "Shilajit" that is grown in the valley and commonly used in TCM. The resort is also famous for their "Shilajit" tea which can be enjoyed on the premises.

Health Examinations
Traditional Chinese Wellness

Cupping | Acupuncture | Diagnosis of pulse

Beijing 北京旅游

Traditional Chinese Medicine & Wellness Tour

[Learn more >](#)



The page header features the text "フライトも 日本円決済 が可能になりました!" (Flight bookings are now possible in Japanese yen!) with a small airplane icon. The main content area shows two hands holding a blue credit card and a green debit card. Below this, three orange circular icons with white symbols represent benefits: a yen sign (¥), a shield with a checkmark, and a lightning bolt. To the right of each icon is explanatory text: "日本円で決済が可能です！もう為替レートを心配しなくて大丈夫！" (Payments can be made in Japanese yen! No longer need to worry about exchange rates!), "安心のSSL (Secure Socket Layer) 技術を採用お客様の情報を大切に管理します" (We use the secure SSL (Secure Socket Layer) technology to manage your information carefully), and "検索スピードが向上しました！素早く予約を完了する事が可能です" (Search speed has improved! You can quickly complete your reservation). At the bottom, a dark blue button with white text reads "フライトの検索はこちらから >" (Search flights from here).





ホテルレビューを書いて
割引コードを貰おう！

レビューを書いて割引をゲット



レビューを書いて割引をゲット



レビューを書いて割引をゲット

レビューを書いて割引をゲット

ご宿泊いただいたホテルのレビュー（50文字以上）をお書き頂くとともに次回使える割引コード（xxx）円分が貰えます。

"ABCホテルのデラックスルームに泊まりました。このホテル価格は高いけどサービスや施設が最高！特にファミリーにお勧めです"
"このホテルは場所がよくてリーズナブルだけど、朝食がマイナスでがっかり。。。朝食なしでよいというビジネスマンにお勧めです"
などなど簡単にレビューを書いて頂くだけで割引がゲットできます！

皆さまのリアルなお声お待ちしています！

レビューを書いて割引をゲット

NEW Airport Transfers the Easy Way

Get Picked Up 



단독 세일 2차

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플랜테이션베이 리조트 앤 스파

최저가로 예약하기



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AIR JORDAN 1 MID

2017年冬季 / 运动生活 / Style:727325 / product type:服装 / 性别 : 男子



038
MSRP:¥599.00



405

104

经典风范，非凡舒适

Air Jordan 1 Mid 男子篮球鞋秉承元年款 AJ 1 的不朽风范，续写 1985 年以来屡破记录的传世经典。

产品特性:

- 全粒面皮革巧妙搭配质地光滑的牛磨砂革，缔造非凡耐久鞋面和出众穿着感受
- 后跟搭载密封式 Air-Sole 气垫，提升轻盈缓震性能
- 实心橡胶外底为各种表面提供耐用性。

VAPORMAX FLYKNIT 鞋面

1. VAPORMAX 和耐克双层二层鞋面结合，透气性的区域采用耐克双层二层鞋面，而需要力量与支撑力的区域则采用耐克双层二层鞋面。

2. VAPORMAX 飞线与耐克双层二层鞋面结合，提供动态贴合的支撑效果。

3. 耐克双层二层鞋面的鞋带孔处及足跟的无缝连接，有效强化支撑效果。

FREE RN MOTION 中底+鞋底

耐克双层二层鞋面结合，提供动态贴合的支撑效果。耐克双层二层鞋面结合，提供动态贴合的支撑效果。耐克双层二层鞋面结合，提供动态贴合的支撑效果。

NIKE BREATHE

NIKE BREATHE 短裤在运动时可以吸收汗水并将其排出体外，从而保持身体干爽。NIKE BREATHE 短裤在运动时可以吸收汗水并将其排出体外，从而保持身体干爽。NIKE BREATHE 短裤在运动时可以吸收汗水并将其排出体外，从而保持身体干爽。

VAPORMAX FLYKNIT 中底

耐克双层二层鞋面结合，提供动态贴合的支撑效果。耐克双层二层鞋面结合，提供动态贴合的支撑效果。耐克双层二层鞋面结合，提供动态贴合的支撑效果。

FREE RN MOTION 中底+鞋底

耐克双层二层鞋面结合，提供动态贴合的支撑效果。耐克双层二层鞋面结合，提供动态贴合的支撑效果。耐克双层二层鞋面结合，提供动态贴合的支撑效果。

NIKE BREATHE

NIKE BREATHE 短裤在运动时可以吸收汗水并将其排出体外，从而保持身体干爽。NIKE BREATHE 短裤在运动时可以吸收汗水并将其排出体外，从而保持身体干爽。NIKE BREATHE 短裤在运动时可以吸收汗水并将其排出体外，从而保持身体干爽。

VAPORMAX FLYKNIT 鞋底

耐克双层二层鞋面结合，提供动态贴合的支撑效果。耐克双层二层鞋面结合，提供动态贴合的支撑效果。耐克双层二层鞋面结合，提供动态贴合的支撑效果。

NIKE BREATHE

NIKE BREATHE 短裤在运动时可以吸收汗水并将其排出体外，从而保持身体干爽。NIKE BREATHE 短裤在运动时可以吸收汗水并将其排出体外，从而保持身体干爽。NIKE BREATHE 短裤在运动时可以吸收汗水并将其排出体外，从而保持身体干爽。

NIKE FLEX

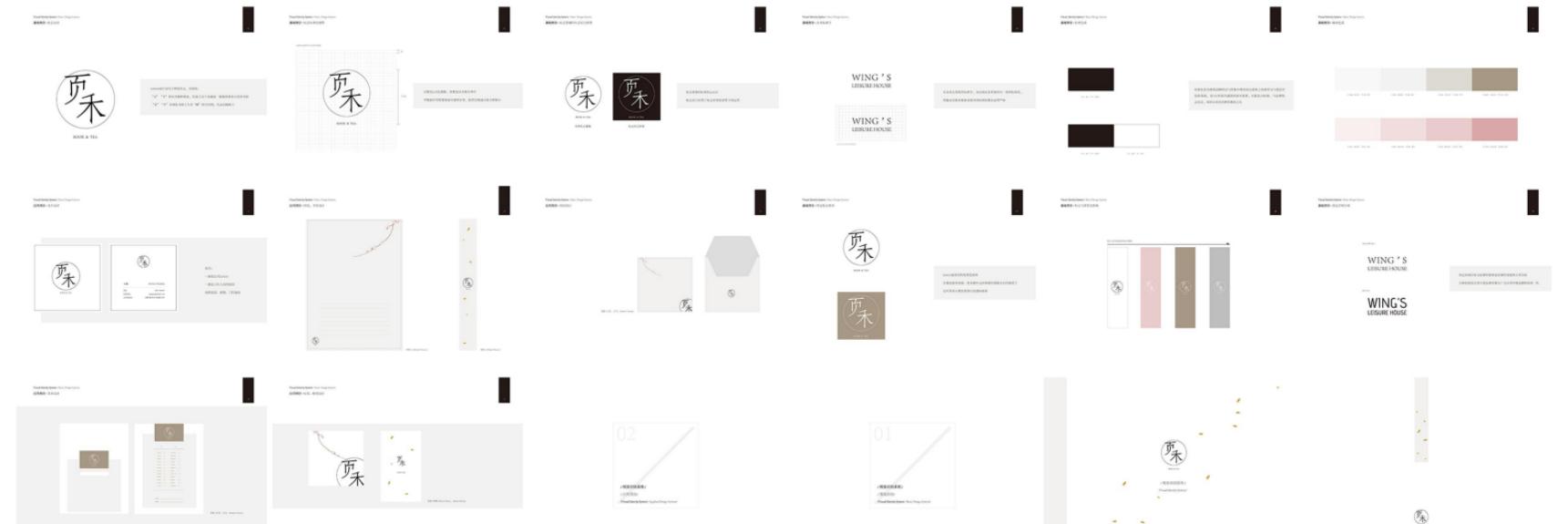
NIKE FLEX 女子训练短裤采用耐克双层二层鞋面设计，为您提供非凡的舒适度。NIKE FLEX 女子训练短裤采用耐克双层二层鞋面设计，为您提供非凡的舒适度。NIKE FLEX 女子训练短裤采用耐克双层二层鞋面设计，为您提供非凡的舒适度。



BOOK & TEA

/ 视觉识别系统 /

/Visual Identity System /

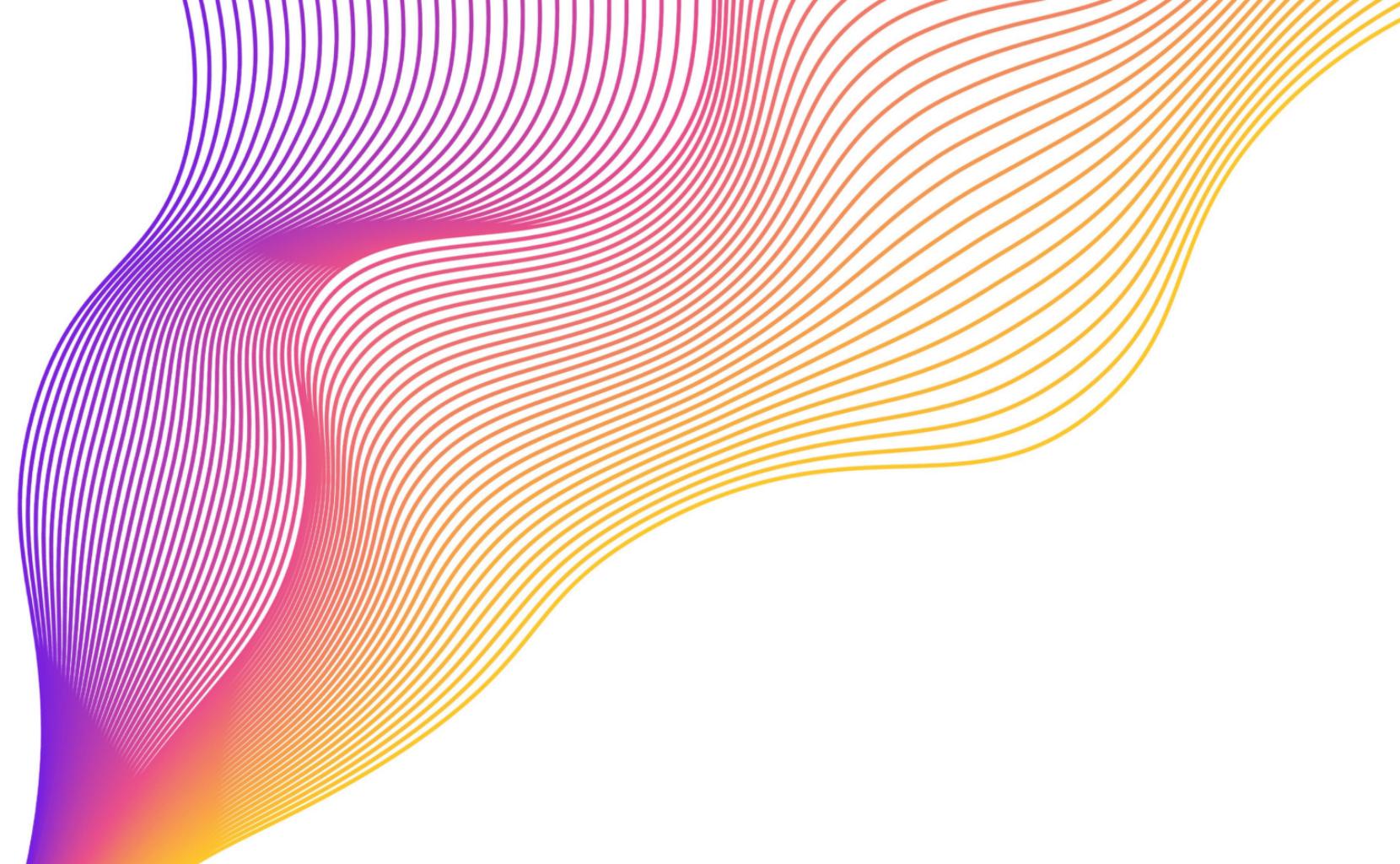


VIS 视觉识别系统 手册



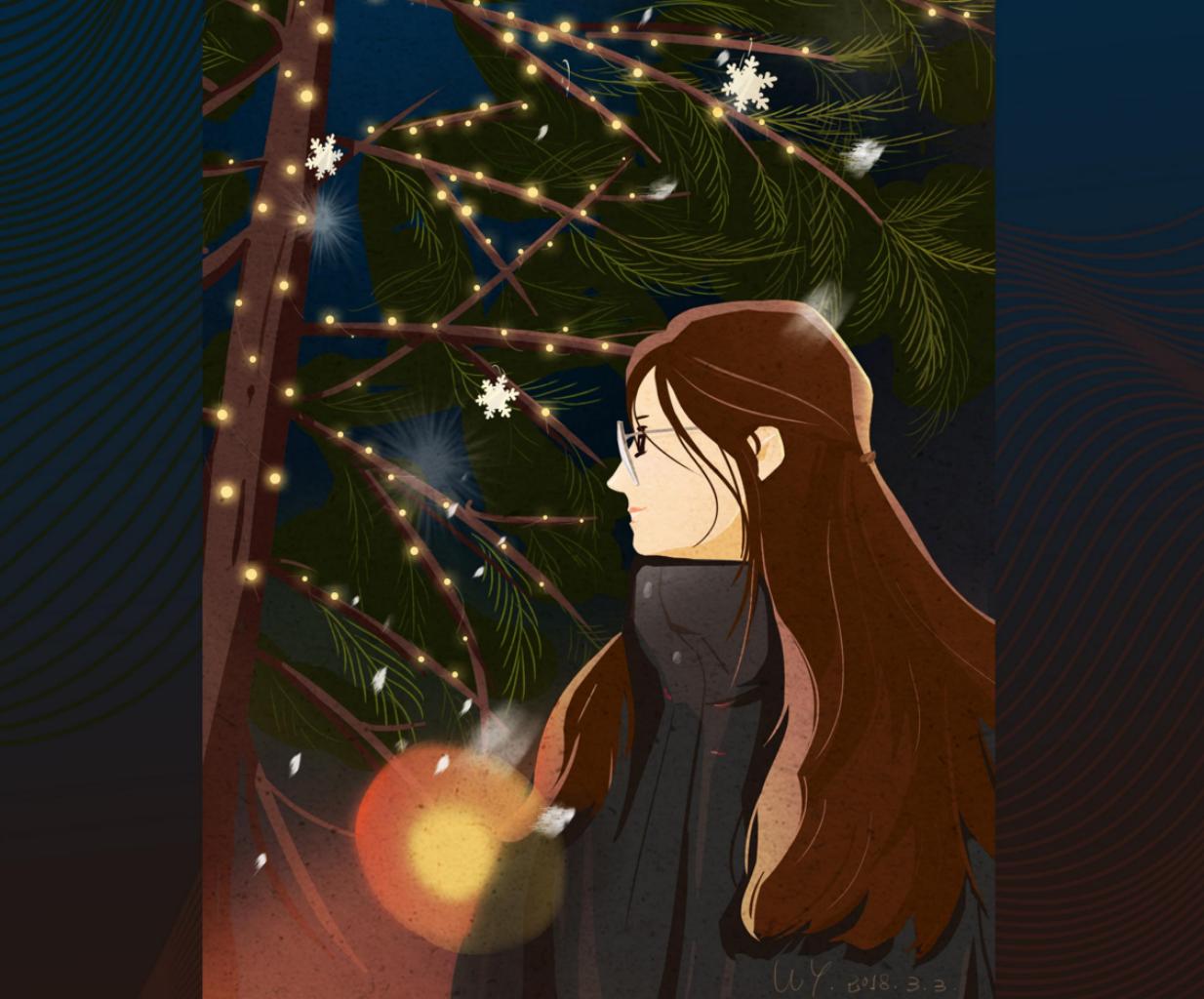
4.

PAINTING



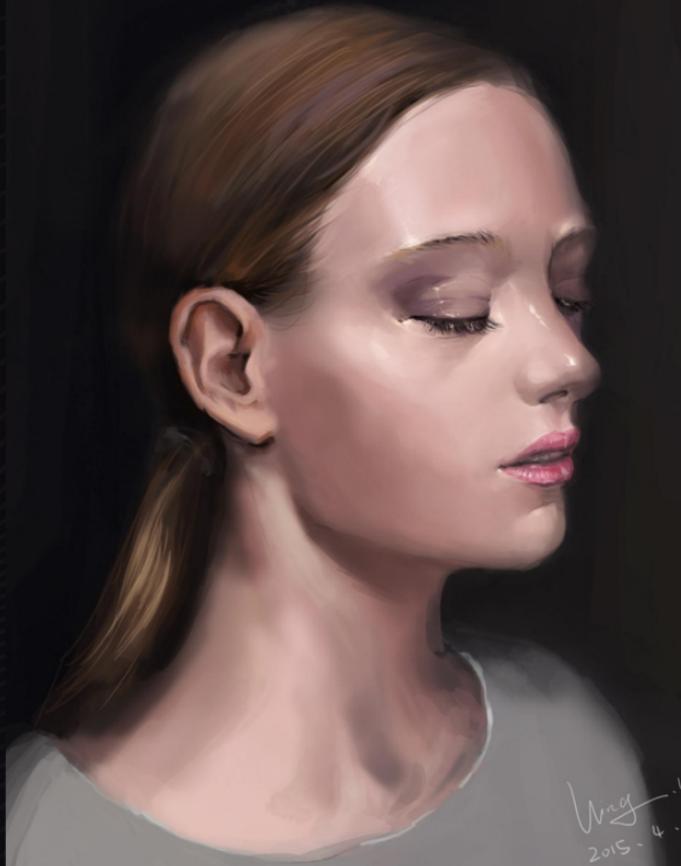






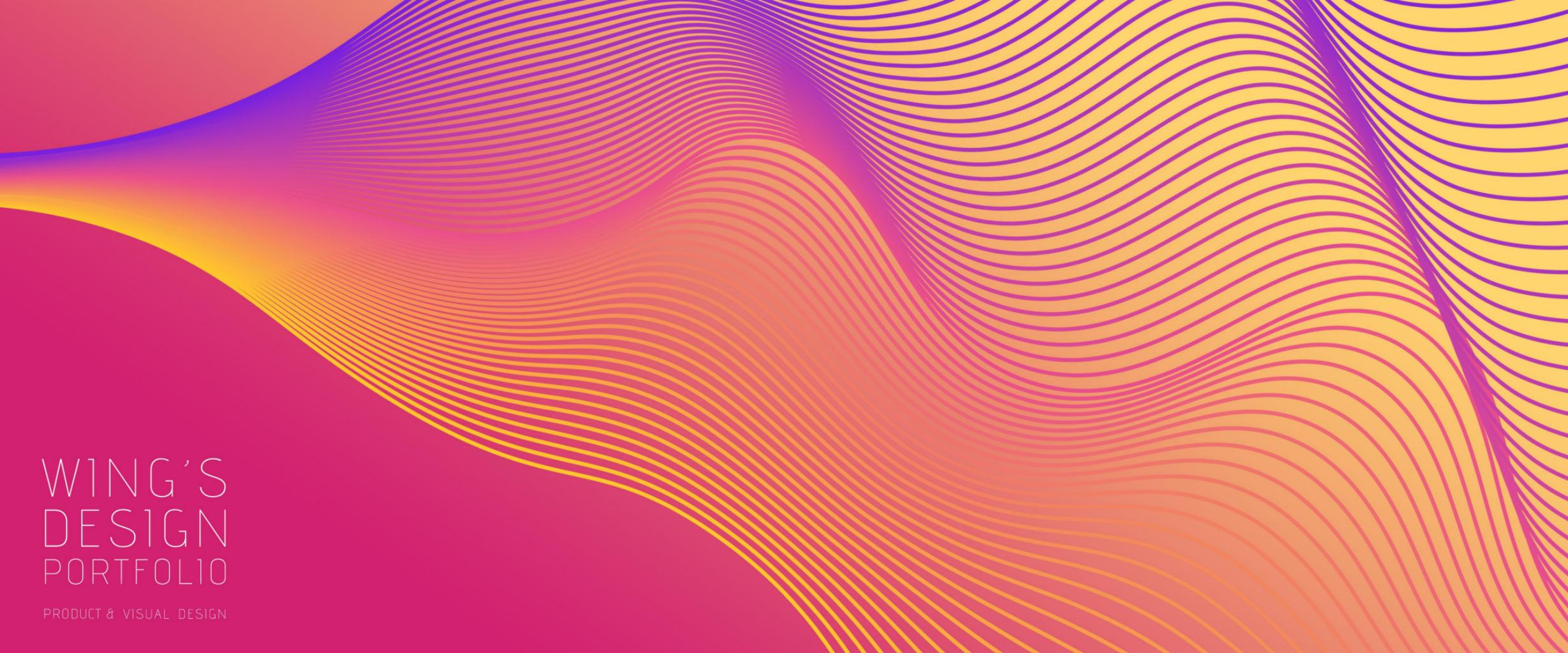






Wing - W
2015 - 4.14



The background features a dynamic, abstract design composed of numerous thin, curved lines that create a sense of motion and depth. These lines are primarily yellow and orange, with some purple and pink highlights, set against a dark red and black circular gradient on the left side.

WING'S DESIGN PORTFOLIO

PRODUCT & VISUAL DESIGN